Radiocentre’s Trustmark celebrates its first birthday

Trustmark, Radiocentre’s initiative for reassuring listeners that they can trust the advertising messages they hear on commercial radio, is one year old today.

There is no compulsory pre-vetting for online and press advertising, but the system for the broadcast media is different. All radio ads for special category advertisers\* must be pre-vetted and approved by the clearance team at Radiocentre, the commercial radio industry’s trade body. This means that consumers will know when claims for certain products, such as slimming treatments, have been independently verified.

Those signed up to the scheme can display the Radiocentre Trustmark logo on their website and marketing communications.

Trustmark has been well received by members and is in rude health on its first birthday. Jack Oddie of JOD Media says: “Trustmark is something we really rely on at JOD Media. We need our work to be trusted, as well as loved by radio listeners. As a member of the scheme and with the team at Radio Centre Clearance being so helpful, it’s so easy for us to make sure we’re compliant.”

John Calvert of Airforce is equally effusive, saying that: “we were early adopters of Radiocentre’s Trustmark. It shows that not only are we committed to looking after our clients by creating effective commercials; but we are also committed to the radio listener by ensuring those commercials are always legal, honest and truthful. Thank you Radiocentre for this great initiative.”

And Julian Sharp, Director of Radio Jingles Ltd, adds that: “joining and being accepted for the Radiocentre Trustmark was an excellent experience for Radio Jingles Ltd as it added professionalism to our business and gave confidence to the many radio stations that we have dealt with for the past 20 years. Having the Trustmark isn’t about red tape and bureaucracy, it’s about having confidence and integrity about the products we are advertising. Radio Jingles Ltd is proud to display the Radiocentre Trustmark on all of our scripts.”

Yvonne Kintoff, Head of Advertising Clearance at Radiocentre says: “The pre-vetting of advertising is unique to broadcast media and assures consumers that they are not being misled in any way. The Radiocentre Trustmark is a great way for our advertisers to hallmark their messages as trustworthy. We are delighted by the positive feedback that the scheme has had so far and urge more clients to sign up for Trustmark and give their work this stamp of assurance.”

ENDS

\*The UK Code of Broadcast Advertising (BCAP Code, [www.cap.org.uk/Advertising-Codes/Broadcast.aspx](http://www.cap.org.uk/Advertising-Codes/Broadcast.aspx)) recognises that that some radio advertising sectors need special care to avoid having a detrimental effect on listeners. The code defines the following sectors as the special categories:

• Consumer credit, investment and complex financial products and services
• Gambling products and services
• Alcohol products
• Medical and health and beauty products and treatments
• Food, nutrition and food supplements
• Slimming products, treatments and establishments
• Films, DVDs, video, computer and console games that have an 18+ certificate or rating

• Dating and introduction services
• Commercial services offering individual personal and consumer advice
• Environmental claims
• Matters of public controversy including matters of a political or industrial nature
• Religious organisations
• Charitable causes
• Adult shops, stripograms, escort agencies and premium-rate sexual entertainment services.

Further information about Trustmark can be found on the Radiocentre website at: <http://www.radiocentre.org/clearance/trustmark/>

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